

METHOD AND COMPUTER PROGRAM PRODUCT FOR PROVIDING EMAIL THAT GUIDES A RECIPIENT THROUGH A SET OF ASSOCIATED WEB PAGES

ABSTRACT

A method and computer program product for guiding the recipient of an email through a set of web pages carried by the email in a preferred viewing order. An originator's email program composes an email and a navigation. The navigation includes a set of URLs that identify web pages to be viewed by the recipient and a preferred viewing order. The email and the navigation are sent to the recipient. The recipient's email program passes the navigation to the recipient's web browser. The recipient's web browser displays an indication of the preferred viewing order. In various embodiments, the preferred viewing order is displayed by the use of link colors, by font type or size, by icons, or by an order loaded into the forward-and-backward memory of the recipient's web browser.